



CONTACT:

Nikki Boone, Delaware Tourism Office 302-672-6857
Don Abramson, Corrigan Sports Enterprises 410-605-9381

For Immediate Release

NEWS RELEASE

Delaware Announces First Annual Dewey Beach Sports Festival *Two-day event planned June 7- 8*

Dover, Del. (March 14, 2008) - The Delaware Tourism Office is pleased to announce that Corrigan Sports Enterprises, a leading sports event and marketing company in the Mid-Atlantic region, will launch the first Dewey Beach Sports Festival. The two-day event will take place the weekend of June 7 to 8 at the Dickinson Street Beach.

“The Dewey Beach Sports Festival will be a tremendous asset for the town of Dewey Beach because it will promote local attractions and bring new dollars into the community,” said Tim Morgan, director of Tourism for the Delaware Economic Development Office. We are proud that we were able to help bring this exciting event to Delaware for all ages to enjoy. This annual event will bring professional athletes, spectators, and sponsors from across the United States.”

Two hundred athletes and an estimated 3,000 spectators will be in Dewey Beach for the event. The Dewey Beach Sports Festival will have a \$600,000 total economic impact on Delaware’s economy.

“This event is as much a ‘lifestyle event’ as it is an athletic competition,” said Don Abramson, director of the Dewey Beach Sports Festival and the Pro Beach East Tour. “What better place to host a beach lifestyle event than Dewey Beach. Dewey Beach also offers the opportunity to expand the event in future years, by incorporating inland bays for watersports. It is also the ideal location for an adventure race.”

The Festival will feature the Toyota Pro Beach East Volleyball Tour and Skim USA Amateur Competition. Future years could see the addition of more events, including a possible Adventure Race Series.

The Toyota Pro Beach East Volleyball Tour will showcase some of the best men and women beach volleyball players in North America in a double-elimination format. Entering its tenth year, the Toyota Tour has launched the career of some of the top players in the U.S. The number one ranked player on

the Association of Volleyball Professionals Tour, Phil Dalhausser, was a regular on the Toyota Tour just two seasons ago.

Skim USA, the largest Skimboarding organization in the world and the official sanctioning body for the sport, will host an amateur East Coast skimboarding competition at the waters edge on Dickinson Street, next to the volleyball center court. More than 100 amateur athletes from across the region will compete in this fan friendly beach sports event.

Seating is free to the public on Saturday from 10:00 a.m. to 6:00 p.m. and on Sunday from 10:00 a.m. to 5:00 p.m. For more information visit www.deweybeachsports.com or call 410-605-9381.

About Delaware Tourism Office

The Delaware Tourism Office, a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. The Office is dedicated to fulfilling the requests and needs of travelers by offering information and resources about Delaware activities, attractions and destinations. For more information, visit the official Delaware Tourism Web site at www.VisitDelaware.com or call toll-free 866-284-7483.

About Corrigan Sports Enterprises, Inc.

The Dewey Beach Sports Festival is a Corrigan Sports Enterprises Event. Corrigan Sports Enterprises is a leader in sports promotions in the Baltimore/ Washington D.C. region. Founded in 1991, CSE owns and operates the following events: Under Armour Baltimore Running Festival, The CareFirst Frederick Running Festival, the Charm City Challenge All-Star Basketball Game, the Under Armour Capital Classic, the Dewey Beach Sports Festival, the Toyota Pro Beach Volleyball Series and the Under Armour All-America Lacrosse Classic.

###